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**Interreg Experience**

**Call for**

**Targeted, bespoke training materials and resources. Experience Interreg Channel (France England) Programme**

**Request for Quotations**

**Deadline : 9am, 27/04/2021**

**Terms of Reference   
for Quotations**

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**REQUEST FOR QUOTATIONS   
Invitation to quote for Targeted, bespoke training materials and resources**

**COMMISSIONING PARTNER: Visit Kent Ltd**

Targeted, bespoke training materials and resources. Experience Interreg Channel (France England) Programme

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Contractors are asked to make their response to these requirements by completing and returning the documents in Section 3 of this Request for Quotation.  
 **SECTION 3 – QUOTATION RESPONSE DOCUMENTS**

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3.2. Timescales  
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Request for Quotes issued: **09/04/2021**  
Proposals to be submitted by: **27/04/2021 before 9:00 GMT**Review of proposals by: **28/04/2021**Results of evaluation and contract award: **30/04/2021**Contract start date: **03/05/2021**

## SECTION 1 – THE COMMISSIONING PARTNER (CP) REQUIREMENTS

1. **General**

If you need any further assistance or have any queries about the process please contact Steve Law

Tel: +44 (0)1227 812900

E-mail: Steve.Law@VisitKent.co.uk

All questions relating to the services must be raised via e-mail.

If there appears to be an arithmetical error in a submission or supporting information, the Commissioning Partner (CP) shall, at its discretion, either disregard the quotation or invite the Contractor to amend, confirm or withdraw its bid. Except in the case of arithmetical errors, if any other error is found the Contractor will be invited to either stand by the original uncorrected quotation or to withdraw.

**2. Budget**

The provisional budget for delivery of this contract is £25,000 to £35,000 (all costs included). This includes any budget for travel & subsistence, based on the EU published allowance rates. The Contracting Party (CP) reserves the right to vary the budget at any time during the lifetime of the project.

1. **Sub-Contracting**Please specify in your proposal if you are seeking to subcontract any element of the work. Please provide details of proposed sub-contractors.

### **4. Evaluation procedure**

The quotations will be evaluated on the basis of the **economically most advantageous offer**; this allows the CP and partners to take account of various elements such as quality, technical merit and relevant experience.

Submissions from contractors who cannot complete Section 3.3 to confirm that they can comply with all elements of the specification will not be considered further.

Returned quotations that have a successfully completed Section 3 will be evaluated based on the criteria set out in the table below.

|  |  |
| --- | --- |
| **Cost - 30%**  (The lowest priced quotation will be awarded maximum points and all other quotations awarded points in proportion)  **Quality – 70%**   * Criteria 1 – Experience and capability * Criteria 2 - Capacity to deliver the work (details of the team) * Criteria 3 - Demonstrable understanding of the aims and objectives of the brief and an appreciation of issues * Criteria 4 - Recommended approach * Criteria 5 - Provision of a top-line plan of action for each part of the above-mentioned assignment and a timetable | **30%**    10% 10% 15%  20%  10% |

Each of the Quality sections within this submission will be scored based on the method detailed below

|  |  |
| --- | --- |
| Exceptional demonstration by the Tenderer of the relevant ability, understanding & skills required to provide the service with evidence to support the response, where appropriate. | 5 – Excellent |
| Good demonstration by the Tenderer of the relevant ability, understanding & skills required to provide the service with evidence to support the response, where appropriate. | 4-Good |
| Contains minor shortcomings in the demonstration by the tenderer of the relevant ability, understanding & skills required to provide the services with evidence to support the response, where appropriate and/or is inconsistent or in conflict with other proposals with little or no evidence to support the response. | 3–Minor Reservations |
| Satisfies the requirement but with considerable reservations of the Tenderer’s relevant ability, understanding & skills required to provide the services, with little or no evidence to support the response. | 1–Serious Reservations  Submissions which receive a ‘1 – serious reservations’ will not be considered further |
| No response provided. | 0–no score – Fail  Submissions that ‘Fail’ will not be considered further |

### **5. Award Process**

* Contractors will be notified simultaneously and as soon as possible of any decision made by the CP during the quotation process, including award. When the CP has evaluated the bids, it will notify all contractors about the intended award.
* Contractors must not undertake work without first having received an Official Purchase Order as written notification that they have been awarded the contract and are required to start work.
* As part of the notification of award process, details of the successful bid (name of supplier; overall price and where applicable, points awarded for quality) will be provided to unsuccessful bidders, by way of comparison.

**SECTION 2 - Consultancy specification**

**2.1 Introduction**

VISIT KENT LTD is one of 14 partners from France and the United Kingdom working together on a European Union Interreg Channel targeted project called EXPERIENCE.

**2.2 INTERREG Channel EXPERIENCE project**EXPERIENCE a four-year project worth €23.3 million to promote off-season tourism. It aims to promote new tourism ‘experiences’ between October – March, increasing the number of visitors and overnight stays during the off-peak season. It aims to attract more than 20 million additional visitors to the Channel regions of France and England by the end of the project, and approximately 44 million after a further five years.  
 **Project partners**  
Norfolk County Council, Kent County Council, Visit Kent, Pas de Calais Tourisme, Département Pas-de-Calais, L’Agglomération de la Région de Compiègne, Côtes d’Armor Développment, Morlaix Tourism, University of Surrey, Cornwall Council, Cycling UK, National Forest Office, Morlaix Communauté, Brittany Ferries.

The **common challenge** as described above requires a broader perspective beyond country borders. The EXPERIENCE project partners are therefore seeking to extend the tourism season as this represents a huge opportunity to grow FCE region visitor numbers and regional economies, supporting year round jobs and boosting appeal as an attractive place to visit, live and work. Off-season visitor growth is achievable, as demonstrated by other countries who have harnessed tourism trends to do this. 5 interlinked challenges limit the FCE region from replicating this success:

C1. That the FCE region currently focuses on traditional, destination-based, pre-packaged tourism. Modern travellers are losing interest in this approach;

C2. Off-season opening is risky – actors lack marketplace data, support, strategy to operate October-March;

C3. There is no tourism offer October-March to attract visitors (attractions are closed) in pilot regions;

C4. Infrastructure is not adapted for use October-March;

C5. FCE region is not known for experiential tourism: assets are underdeveloped and poorly promoted.

This **innovative project** looks for the first time at creating a new tourism strategy to break the seasonality cycle by simultaneously addressing 5 challenges of growing visitor numbers October-March. The FCE region is not known for off-season travel despite abundant potential. We harness the experiential travel trend proven to attract additional visitors October-March. To deliver this the Experience 2019-2023 project work plan composed of 5 work packages to supply visitors with new experiences unique to the FCE region:

**EXPERIENCE** will unite traditional and atypical actors: SMEs, Very Small Businesses (VSBs), cultural sites, networks and associations (campsite owners, artisans, museums, chambers of commerce, Gîtes de France). to enable stakeholders to understand and develop their unique tourism potential;

**EXPERIENCE** will identify skills gaps and create bespoke training to target needs of regional actors by informing better business plans that understand and anticipate trend expectations and meet demand. Cutting-edge branding and customer satisfaction techniques are applied to tourism e.g. trend books: inspirational visuals, key words, target group attributes allowing actors to respond to future change.

**EXPERIENCE** will use the unique tourism potential of traditional and atypical actors and assets to develop competitive new tourism activities Oct-Mar. Wild mushroom foraging, followed by an open-fire cooking lesson, complimented by a moonlight classical music concert will be packaged into themed itineraries (e.g. Go Wild etc). 1500 new tourism activities unique to Oct-Mar, 6 new off-season events and 600 themed experiential itineraries for different durations to increase length of stay (long weekend, 1-14 nights) with 33% of itineraries being disabled-friendly.

**EXPERIENCE** will help stakeholdersadapt key tourism infrastructure and create access for Oct-Mar visitors combining functionality with iconic tourism landmarks including luminous paths inspired by local and exciting accommodation in heritage lighthouses to compliment WP2 itineraries.

**EXPERIENCE** will use cutting-edge techniques to concept-test itineraries on consumers and travel industry before release. Promoted via innovative campaigns: sneak previews to generate testimonials, personality quiz to find your ideal itinerary (shareable on social media) etc. Interactive trip-planning platform allows visitors to build ideal holidays and short breaks.

**EXPERIENCE** will develop indicators to track output economic, social, environmental performance and sustainability, ensuring offer is demand-driven and responds to the new strategy.

**2.3 Overview of the services required**

**Background**

As part of the European INTERREG Channel project “EXPERIENCE”, Visit Kent is seeking qualified experts to create sector and audience specific business support resources and training materials based around specific themes. Resources created will be used by both businesses on their own and able to support the delivery of group workshop learning led by a trainer/facilitator.

Visit Kent are working jointly with the Kent Downs AONB to deliver several of the themes as listed below, KDAONB is also expected to procure a separate commission of training resources in parallel to this procurement. Both Visit Kent and Kent Downs AONB will be evaluating shared outputs jointly.

**Training Resource Requirements**

**Themes:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Reference** | **Title** | **Branding** | **Delivery date** |
| VK1 | Upsell and increase return visits | Visit Kent | To be agreed |
| VK2 | Design new packages in collaboration with other businesses | Visit Kent (SELEP) | End May 2021 |
| VK3 | Adapt your business model to new trends | Visit Kent (SELEP) | End May 2021 |
| VK4 | Rebuilding consumer confidence | Visit Kent (SELEP) | End May 2021 |
| VK5 | Capitalise on local and regional events | Visit Kent | To be agreed |
| VK6 | Co-produce marketing messages with destination management organisation | Visit Kent (SELEP) | End May 2021 |
| VK7 | Understanding the incentives market | Visit Kent | To be agreed |
| VK8 | Understand the wider destination - recommendations and cross selling | Visit Kent | To be agreed |
| VKD1 | Creating new packages/experiences in collaboration with other businesses | Visit Kent + Thanet District Council | To be agreed |
| VKD2 | TBC | Visit Kent + District | To be agreed |
| VKD3 | TBC | Visit Kent + District | To be agreed |
| VKD4 | TBC | Visit Kent + District | To be agreed |
| VKD5 | TBC | Visit Kent + District | To be agreed |
| VKD6 | TBC | Visit Kent + District | To be agreed |
| VKD7 | TBC | Visit Kent + District | To be agreed |
| VKD8 | TBC | Visit Kent + District | To be agreed |
| VKKD1 | Working with the Travel Trade | Visit Kent / Kent Downs | To be agreed |
| VKKD2 | Welcoming international Visitors | Visit Kent / Kent Downs | Nov 2021 |
| VKKD3 | How to access funding and write funding applications? | Visit Kent / Kent Downs | Nov 2021 |
| VKKD4 | How to market an experience effectively | Visit Kent / Kent Downs | Nov 2021 |
| VKKD5 | Taking and commissioning effective photography and video content for your tourism business | Visit Kent / Kent Downs | Nov 2021 |

All training materials must be completed by end of August 2021. Submissions should provide details of a proposed timetable which will be discussed and agreed at an inception meeting.

**Format requirements**

The successful applicant will be expected to put forward suggested formats for each of the topics listed above

* For each topic, learning resources should be developed so the end user can use themselves at home or from their workplace in addition to resources for a trainer/facilitator to use when running a group training session, either remotely or in the classroom.
* Resources must be freely available without the use of subscriptions and available for as long as the content is still relevant without additional costs.
* It is not expected that each theme will have resources using the same format, it is encouraged a selection of resources be innovative and topic/audience specific in their format.
* 2 topics to be agreed at the inception meeting must be delivered in both French and English, it is expected that the content will not be simply translated but rather developed natively with references to local examples, cultural references and support information.
* All resources created must be able to be hosted from the [Visit Kent Business website](https://www.visitkentbusiness.co.uk/covid-19-business-support/government-industry-updates/).
* Although different resources may be developed by different agencies it is expected that they will all share a similar design feel, using the relevant branding as highlighted above.
* Resources for each topic should include local examples where possible at County or District level.

**Supporting documentation**

* Visit Kent Business Needs Survey report: The report presents findings from a survey, which aimed to capture the needs of visitor economy business in Kent. The survey focused on identifying training and skills development businesses now need to develop and adapt their product offering, providing details on different formats and level of delivery.
* Branding requirements and logos will be supplied to the successful bidder

The successful tenderer will be contracted as a consultant to VISIT KENT LTD to support and facilitate the delivery of the projects core outputs during the initial setup period.

**2.4 Consultancy profile sought**

Prospective suppliers will need to demonstrate:

1. Ability to source and collaborate with theme specialists, providing details of proposed subcontractors
2. Able to adapt learning format and contents to different audiences and languages

**SECTION 3 – QUOTATION RESPONSE DOCUMENTS**

**3.1. Instructions for submission of the quotation & proposals**

Detailed proposals to be submitted by e-mail no later than: **27/04/2021 before 09:00 GMT**

Experts are required to provide a ***short proposal (5 pages maximum) in the form of an offer letter***, explaining how they plan to go about delivering the training materials in relation to the scoring criteria on page 4.

Each applicant will be required to read the project application form which is attached to these specifications.

**3.2. Timescales**

Request for Quotes issued: **09/04/2021**  
Proposals to be submitted by: **27/04/2021 before 9:00 GMT**Review of proposals by: **28/04/2021**Results of evaluation and contract award: **30/04/2021**Contract start date: **03/05/2021**

Kick off meeting: **05/05/2021**

**3.3. Contractor’s Details**

**Targeted, bespoke training materials and resources. Experience Interreg Channel (France England) Programme**

Please complete the following and sign to confirm that your quotation is fully compliant with the Specification, and all Terms and Conditions as stated within this documentation:

Company Name: ...…………………………………………………………………...

Address: ……………………………………………………………………………….

…………………………………………………………………………………………..

…………………………….…………………………………………………………….

…………………………………………………………………………………………..

Telephone No: ……….……………………………………………………………….

Fax No: ……………..…………………………………………………………………

E-mail: …………………………………………………………………………………

Signed: ..………………………………………………………………………………

Print Name: …..………………………………………………………………………

Position in Company: ………………….……………………………………………

Date: .…………………………………………………………………………………

**3.4. – Pricing Schedule**

Please complete the following pricing schedule in full, showing costs **in £ sterling** per day including an estimation of the number of days required for the mission.

|  |  |
| --- | --- |
| **Service** | **Costs** |
| Daily Rate |  |
| Total days per month, (calculated using the day rate and the anticipated timescales submitted as part of your return). | Expressed in days |